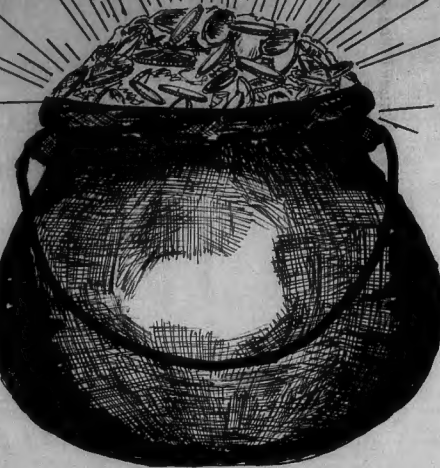


POT-O-GOLD



DRAYTON VALLEY

JULY 23 - 28

THE FOLLOWING MERCHANTS
ARE
CONTRIBUTING TO THE
JACKPOT
\$567.85



BUD'S AUTO SALES
WHITE BULL RESTAURANT
DELICATESSEN
BETTY'S BEAUTY SHOPPE
RENE'S TOWING AND TAXI
KOEHLER PLUMBING & HEATING
RAY'S SHOE REPAIR
PEMBINA NEWS
ANN'S FASHIONS
JANZEN AUTO BODY
IMPERIAL BULK SALES & SERVICE
ROY BURROWS MOTORS
ELECTRICAL CONTRACTORS
TRIPLE S
GREEN T SERVICE
RED & WHITE
DRAYTON VALLEY DRY CLEANERS
MC ARLAND LUMBER
HOTEL CAFE
REIKERS BEAUTY SALON
STEVENSON HARDWARE
FLOWER & GIFT SHOP
THOMPSON'S SPORTING GOODS

Floor Mats \$50.00
4 Meals \$6.00
Side of Pork \$25.00
Permanent \$10.00
Towel Bar \$6.00
Voucher \$6.00
Personalized Stationary \$10.00
Seal Bell \$25.00
Grease Gun \$15.40
Outboard Motor Oil \$20.00
Voucher \$18.95
Bear Bag \$10.75
Grocery Hamper \$20.00
Voucher \$10.00
Cleaning Voucher \$10.00
4 Chinese Dinners \$7.50
Formagetti \$10.00
Electric Kettle \$5.00
Flowers \$5.00
Fishing Box

DOLLY'S STYLE SHOPPE
JACK'S STUDIO
CLIFF'S WHITE ROSE SERVICE
CLARY KING
PEMBINA DRUG
VALLEY DRUG
DEVON JEWELRY
DRAYTON VALLEY GROCERIES
HOTEL
MCKENZIE ZIE MENS WEAR
MCGREGOR'S SALVAGE
L.B. MOTORS LTD.
LARSON WELDING
DRAYTON MOTORS
DRAYTON BAKERY
BRUNN SUPERMARKET
INDUSTRIAL PROPANE
LLOYD'S JEWELRY
BUS DEPOT CAFE
THE BAY
KNIGHT SERVICE

Sweater \$10.00
Portrait \$10.00
Cookie Cushion \$5.00
Voucher \$10.00
Movie Screen \$14.95
Movie Camera \$59.00
Watch Bracelet \$6.95
Grocery Hamper \$20.00
Case of Coca Cola \$4.80
Mens Hat \$13.00
Voucher \$18.00
Voucher \$10.00
Voucher \$13.00
Oil change, grease job, car wash \$8.50
Large Cake \$10.00
Grocery Hamper \$15.00
Propane Tank \$12.95
Thermos decanter and glasses \$21.95
Cayenne Cigarettes \$3.50
Barbecue Set \$24.95
Vou cher \$5.00

"First In Community Service" PEMBINA NEWS ADVERTISER and The Western Weekly Supplement

Vol. 1, No. 29, July 28, 1962 A. Playford, Publisher Box 130, Drayton Valley.

Welcome to the Rodeo 7TH ANNUAL RODEO

It's "Rodeo Time" again! And we are glad to welcome to the "Valley of Oil" the many visitors who will come into town for the Shopping Carnival Pot-O-Gold and to take in the Rodeo and the many other events which will highlight the week, among which will be the Lions' Club sponsored Rodeo dances on Friday and Saturday nights in the large Recreation Centre where about 10,000 square feet of floor space is available. Music, will be provided by the CFCW Country Show Band, with Jimmy Orville and the Country Rhythm Sweetheart and the Country Rhythm Kings.

The Rodeo will get underway officially when the Rotary sponsored Parade starts at 11:30 a.m. on Friday, July 27. From that time on until midnight Saturday, there will be something going all the time in these bare parts.

CFCW will live broadcast the parade, starting at 11:30 Friday morning and then on Friday afternoon, from 1:00 till 4:00 p.m. will broadcast from the Hudson's Bay Store in Drayton Valley, with CFCW's Mr. Country Music Curley Gurdock, and recording star Jimmy Orville, the Country Rhythm Sweetheart and the Country Rhythm Kings.

Saturday's events will open with the Flip-In Breakfast in the parking lot on main street to which

all are invited for a good country style breakfast to start the day off just right. The breakfast is sponsored by the newly organized Drayton Valley Flying Club. They have extended an invitation to flyers from all over the country to fly in for the breakfast.

On Saturday afternoon the show will be broadcast from the CFCW mobile broadcasting unit on the main drag from 1:00 till 6:00 p.m. The draw for the Pot-O-Gold winners will be made from the CFCW unit at 4:45 P.M.

This year's Rodeo will mark the seventh year that the big event has been staged here. Last year it was called out. The parade was run off last year, even though it dissolved in a down-pour of rain before the end of the parade route was reached. We are hoping and trusting that the weather this year will be more salubrious and that the big two-day event will be unmarred by inclement weather.

Meanwhile, out at Drake's Rodeo grounds, twilight cowboys in a C. P. A. approved rodeo will be competing for hundreds of dollars in prize money. The Rodeo event will start at 8:30 p.m.

The Canadian Legion will be selling their programs, and in each program will be numbers that will represent a draw to be made each hour during the time

of the rodeo, both days, and holders of the numbers in the programs will win a nice cash prize.

Tri-City Midways will provide entertainment on the grounds during the day and evening. So, with all that fun and frolic, entertainment and prizes to be won, how can anyone stay away from Drayton Valley and its seventh Annual Rodeo?

RODEO HISTORY

By Mike Gornely

It is rodeo time once again in our fine community. The sporting organization, the Drayton Valley Lions Club, has all its readiness and if a break can be had from the weathermen, we can expect to witness the greatest show of its kind ever presented locally. This event being a C. P. A. and R. C. A. approved show brings to Drayton Valley the top rodeo stars in North America. It also brings in top competition for those name riders in Harry Vold's excellent selection of bucking stock both horses and Brahmas bulls as well as the rears, the cows and the calves to fill in the various other events.

The Canadian Legion will be selling their programs, and in each program will be numbers that will represent a draw to be made each hour during the time

First Section Rodeo Edition



MISS BETTY BROWN Photo by Jacobs Studio.
Miss Betty Brown, Gymkhana Queen candidate for the 1962-63 season, is a member of the Drayton Valley Gymkhana Club. She is the daughter of Mr. and Mrs. Clyde Brown. Her sister Lucille was Gymkhana Queen for 1961-62.

Orvin Combs Champ

By Mike Gornely.

ORVIN COMBS PROVINCIAL CHAMP.

Orvin Combs is the Open Featherweight champion of Alberta. The youngling shaggy from the Pembina Boxing Club won his title without any opposition last Saturday evening at the Sales Pavilion in Edmonton. Combs, however, had a bout with Amy's Bob Jeffries dropping a split decision to the heavier more experienced fighter who is rated as one of the outstanding lightweights in the Canadian Army today. Immediately following the bout Saturday, the Alberta Boxing Commission picked the Alberta team to go to the Canadian Championships in Toronto early in September. This made it official, Orvin will represent Alberta at the 135 pound weight limit in the Queen City Tournament.

Yes, Orvin Combs is the cream of the crop in Alberta and will go on to bigger things and further glory in the ring game but actually the deciding factor in this turn of events was the usual sacrifice play of some other than colorful little Garry Mastro. This is how it came about. Mastro was over the 118 pound limit.

Cont. page 12, col. 1, First Section.



This Central Treating Station, located two miles south of Drayton Valley, which went on stream in April, 1962 gathers, treats and separates an average of 18,000 barrels of oil per day from 662 wells in the North Pembina Cardium Unit No. 1 operated by Sococo Mobil Oil of Canada, Ltd.

Welcome to the Rodeo



Visitors Are Always
Welcome To
Our Plants
Goliad Ltd.

Phone 542-3215
542-3212

Drayton Valley

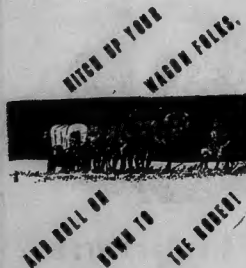
Hope That You Won't Miss
THE

**BIGGEST AND FINEST
RODEO**



CROWN LUMBER

DRAYTON VALLEY PHONE: 542-3065



Mannix Co. Ltd.

DRAYTON VALLEY

PHONE: 542-3190
542-3028



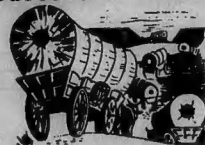
RODEO GREETINGS

CHINUPHACTOR

Dr. William Burns

D.C.
MONDAY THRU FRIDAY
10:00 a.m. - 12 noon
1:00 p.m. - 6:00 p.m.
SATURDAY
10:00 a.m. - 1:00 p.m.
PHONE 542-3690 (By appointment if possible)

Best Wishes for a Successful Rodeo



**15% Discount on
purchases made during
Shoppers Carnival
DEVON Jewelry**
DRAYTON VALLEY



COOKING MAGIC

Clean Cool Cooking
with the
Clean Blue Flame
of GAS

Tested Recipes and Ideal Planning
Ideas Prepared for Pembina
News Advertiser Readers by the
Home Service Department of
Northwestern Utilities, Limited.

Instead of peaches n' cream
try these tempting treats.

PEACH MARLOW
TO PREPARE
1 cup fresh crushed peaches
2 tsp. sugar
1/4 cup hot water
1 cup whipping cream
Sprinkle peaches with sugar and
let stand while marshmallows
are being dissolved in the 1/4
cup hot water. Cool marlow
mixture. Fold in the crushed
fruit and cream. Beat to
thick custard consistency.
Note: If it is desirable to use
canned peaches, use 1/2 cup
juice instead of water, only
18 marshmallows, omit sugar,
and add 1/2 cup vanilla and 1
cup crushed peach pulp.

FROZEN PEACH CREAM.
2 egg yolks
1/2 cup sugar
1 cup top milk or light cream
2 cup fresh peaches, served
(mashed after dicing)
1 tsp. lemon juice
1/4 cup, almond extract
2 egg whites
Beat egg yolks and sugar well.
Add remaining ingredients,
except egg whites, mix thor-
oughly. Pour into refrigerator tray
and freeze until firm. Turn into
chill bowl. Mash. Add unbeaten
egg whites and beat until smooth
and fluffy, using a rotary beater.
Return to tray. Freeze until firm.
Serves 6 to 8. This recipe is
delicious served by itself, or as
an a la mode mixture on fresh
peach halves or custards.
Note: Agricon may be used inste-
ad of the peaches to make this
recipe.

Some people think that the easi-
est way to make a mountain out of
a molehill is to add a little dirt.
"He is now. He sent his
picture to a Lonely Hearts
Club and they sent it back
with a note saying, "We're not
that lonely!"

WELCOME!

TO THE RODEO FOLKS
DRAYTON VALLEY

Medical Centre

MONDAY THRU SATURDAY

Dr. Hugh L. MacLure

M.B., B.S., M.R.C.S., L.R.C.P., D.T.M.H.

Dr. Sam Steeves

B.Sc. M.D. L.M.C.C.

PHYSICIANS AND SURGEONS

OFFICES: OPPOSITE HUDSON'S BAY
OFFICE PHONE 542-3801 OFFICE HOURS 9 A.M. to 6 P.M.
RES. Dr. MacLure 542-3201, Dr. Steeves 542-3215
HOURS OF CONSULTATION 11 A.M. to 12 NOON, 1 P.M. to 6 P.M.

AND BY APPOINTMENT
EMERGENCIES AT ANY TIME

Dr. Mel Spector.

OPTOMETRIST
IN MEDICAL CENTRE ON ALTERNATE WEDNESDAYS



Vic. Ball, farmer of the Eastford district, had his herd increased
rather rapidly when one of his cows gave birth to triplet calves.

Triplet births in among cows is a great rarity. The mathematical
odds against it are very high, as it occurs so seldom. In the pic-
ture young Tommy Oscar 7, is looking over the triplet calves.

Alfred Man: "Do you think
I'll ever get all this dirt back
in the hole?"
Bos: "No, I don't think
you're not the hole deep
enough."

Instructor: "What is the
outstanding contribution that
chemistry has given to the
world?"
Student: "Alcohol."

RODEO

GREETINGS

**RODMAN WIRE LINES
LTD.**

DRAYTON VALLEY

PHONE: 542-3999

WISHES THE RODEO GREAT SUCCESS



**Pembina Pipe Line
Ltd.**

Drayton Valley

WISHING DRAYTON VALLEY



A SUCCESSFUL RODEO

**AMBASSADOR
MOTEL**



DRAYTON VALLEY
PHONE 543-9778



Rodeo
Greetings
from



**ELECTRICAL CONTRACTORS
(D.V.) LTD.**

INDUSTRIAL, OILFIELD
EQUIPMENT AND SERVICE
PUMP SALES & SERVICE

WE SERVE CANADA'S OIL INDUSTRY



FREE ESTIMATES



BOX 986. PHONE: 543-3936.
E. C. FEATHERSTONE, A.I.E.E. Manager.

Enjoy the Rodeo



Folks from all of us at



EXPERT
Body
Repairs

**LEWIS
BODY &
PAINT SHOP**

COMPLETE BODY SHOP.

Visit our new modern paint room.
All the latest C.A. Paint & Equipment for all models.

Phone 543-3888

**Welcome to the
Rodeo**



DRAYTON VALLEY DENTAL CLINIC

**DR. H. SHIMBASHI
DENTIST**

Hours: 9:00 - 12 noon; 1:30 - 5:30, Monday thru Friday
BUS. PH. 1 543-3559.
RES. PH. 1 543-3540.
LOCATED NEXT TO THE POST OFFICE.

GOOD LUCK



TO THE RODEO

BOB MCGREGOR

USED ARTICLES OF ALL KINDS.

WE BUY... Scrap iron, pop and beer bottles, used articles, etc.
Located north of the B/A Station Phone 543-3067.

WISHING DRAYTON VALLEY



A SUCCESSFUL RODEO

STOP

THE TRAGIC DEATH TOLL ON ALBERTA HIGHWAYS.
SPEND MORE TIME AT HOME WITH A GOODWILL USED CAR.

GOODWILL MOTORS

FOR BETTER VALUE SEE
Don Smith, 4 mi. West of Drayton Valley.



ROGER D. CONGER
DRAYTON VALLEY, ALBERTA
 Welcome to the
Rodeo



PALM
ICE CREAM
 1/2 GAL **89¢**

Watermelon
 16 - 18 LB. AVERAGE
 EACH **69¢**

ASSORTED FLAVOURS
ALLEN'S DRINKS
 APPLE - ORANGE - GRAPE
 FRUIT PUNCH - PINEAPPLE
 - GRAPEFRUIT
 48-fl-oz tins **2 for 59¢**

SUNBRITE

Margarine
 3 lb. pbs **74¢**

ASSORTED **COOKIES**
 PAULINE DIXIE
2 FOR 65¢

BETTER BUY
Beans with Pork
 15 OZ. TINS **3 for 37¢**



Potatoes New
 10 lbs. **49¢**

KRAFT
Miracle Whip
Salad Dressing
 32 OZ. JAR **69¢**

WIENERS
 2 lbs. **83¢**

Edmonton - Wabaman - Alake P.O.
 Drayton Valley - Lodgepole - Cynthia

READ DOWN			READ UP		
115 KES	117 SUN.	117 KES	Run Numbers		
1:00p	10:00p	6:00p	Lv. Edmonton	Ar. 11:00a	9:00p
1:40	7:00	7:00	Duffield	9:48	8:00
1:55	11:10p	7:20	Wabaman	9:53	7:55
2:15	f	8:00	Brightwood Cor. f	8:56	7:10
f	f	8:19	Moos Lake Cor. f	8:38	7:00
2:50	f	8:33	Rocky Rapids Cor. f	8:25	6:45
3:03			Ledac		8:10
3:10			Calmar		7:55
3:30			Thorok		7:35
3:40	12:25a	8:38	Sunnybrook		f
3:55	12:15	8:50	Alake P.O.		7:00
4:00	f	9:02	Carmwood Cor.		6:48
4:25p	1:00	9:07	Buck Creek Brides	8:20	6:40
	9:30	9:47	DRAYTON VALLEY	8:10	6:30
	1:25a	10:00p	DRAYTON VALLEY/Ar.	7:55	6:15
			Violet Grove	7:50	6:00
			Campion Cor. f	7:30	5:45
			LODGEPOLE	7:15	5:30
			Stimular Oil Cor. f	7:00a	5:15
			CYNTHIA		5:00p

KES - Except Sunday
 SUN - Sunday Only
 Ar. - Arrive, Lv. - Leave
 - Agency, f - Flag Stop
 - Comfort Stop

TWICE DAILY SERVICE

CANADIAN COACHWAYS LTD.

SERVING DRAYTON VALLEY.....

TWICE DAILY SERVICE

Ernie's Super Market
 Phone 542-3295
 Drayton Valley **your SOLO STORE** Free Delivery



If Its Quality and
 Value Its From
 "Solo"
 of Course

Cherries
29¢ LB

BUTTER
49¢ LB.
 (LIMIT 3 LBS.
 TO A CUSTOMER)
 With \$5.00 Order

LIMIT 5 LB. TO A CUSTOMER WITH \$5.00 ORDER

FLOUR

FIVE ROSE
 10 LB. **79¢**

BISCUITS

6 VARIETIES

3Pkgs
89¢

COUNTRY
CORN FLAKES
 10 OZ.

2/50¢
CHEERIOS

10 1/2 OZ.

2/59¢

NUTTY CLUB
Peanut Butter
 16 OZ.
29¢

DEVON
STRAWBERRY
JAM
4 LBS. 89¢

Barbecue
Steaks
59¢ LB.

PORK CHOPS
69¢ LB.

ROSE POLISH
Dill Pickles
 32 OZ.
43¢

BRODER'S
Kernel Corn
 14 OZ.
2 for 33¢

Chuck
Roast
55¢ LB.

Imperial Lumber Drayton Valley Ltd.

PHONE 542-3082

SPECIALS FOR RODEO WEEK JULY 23 TO 28

EASY WASHING MACHINE REGULAR \$239.50 SPECIAL \$189.50	4 X 8' 5/16" POPLAR SHEATHING PER SHEET \$1.95
ZENITH REFRIGERATOR REGULAR \$249.50 SPECIAL \$199.50	4 X 8' 3/8" POPLAR SHEATHING PER SHEET \$2.95
FINDLAY ELECTRIC RANGE REGULAR \$274.50 SPECIAL \$229.50	4X8 1/8" POPLAR SHEATHING PER SHEET \$1.25

ONE FREE ITEM WITH EACH 99¢ ARTICLE.

10% discount
on all other items in the store and
lumber yard during Rodeo week.



Enjoy the Rodeo



YOUR DRAYTON BAKERY

For fresh
homemade bread
and
good pastry.



RODEO GREETINGS



United Electric of Pembina
Ltd.



DRAYTON VALLEY PHONE: 542-3572

Best Wishes for a Successful
Rodeo

Pot-O-Gold - SPECIAL

NYLONS 2 pr. for .99¢

DOLLY'S STYLE SHOPPE

DRAYTON VALLEY PHONE: 542-3805



HYER-CORNELL WEDDING



In a beautiful afternoon wedding Margaret Wesson, who was clad in the United Church on July 12, 1962, Miss Joyce Cornell and Mr. George Hyer exchanged wedding vows before a flower-decked altar. The Rev. Russell Brown read the marriage ceremony uniting the couple in the bonds of matrimony.

Standing with the groom as best man was Delbert Cornell, brother to the bride.

For a reception at the Cardium Room a number of guests had been invited, with the bride and groom seated before a pretty rose decorated three-tiered wedding cake. Toast to the bride was proposed by Mr. F. "Iris" Taylor.

For the reception the bride's mother was dressed in a rose-colored sheath dress.

Mr. and Mrs. Hyer will live in Drayton Valley.



REDUCE OVERHEAD
WITH NEW LOW COST...

small cylinder plan

- You have a choice of two money-saving lease plans - 5 or 10 years.
- Cylinders are supplied to you on a lease basis for a stipulated period.
- When cylinders are empty they will be replaced immediately - you pay no demurrage charges.
- Cylinder sizes are: oxygen, 122 cu. ft.; acetylene, 70 cu. ft.
- Cylinders are maintained, repaired and tested at absolutely no cost to you for the period of the lease.

Here are the attractive money-saving prices.

5 Year Plan \$11.95 per set
10 Year Plan \$9.95 per set

Acetylene \$6.50 per cylinder
Oxygen \$6.50 per cylinder

Budget plan terms are available if desired.

Mrs. Hyer is about the Handwerker - a special low cost complete welding and cutting outfit.

PHONE, WRITE, OR DROP IN TODAY
A LARSON WELDING

RES. PHONE: 542-3583 BUS. PHONE: 542-3905 DRAYTON VALLEY

RODEO GREETINGS

TOWN OF D.V.
PROGRESS REPORT

FOR PERIOD ENDING 30 JUNE 1962

ACCOUNT	JUNE 1961	TO JUNE 1962	INCREASE	DECREASE
Building permits	\$297,905	\$309,745	\$11,780	
Tax Collections	\$122,614.13	\$141,600.00	\$18,985.87	
Trailer Licenses	\$16,467.53	\$7,286.25		\$9,171.28
Land Sales	\$2,000.	nil		\$2,000.
Civic Rentals	\$2,300.	\$132.		\$348.
Birds	388	389		1
Marriages	6	20	14	
Deaths	6	11	5	

Judge: "What is your name, son?" A moderate-sized painter was repositioned and what do you charged bed. In order to assist the police in catching the thief, he drew a sketch of the man. Guided by the sketch of the man, the police rounded up a TV aerial, three men, a horse and two boots.

Father: "Well, son, what did you learn in school today?" Son (grudgingly): "I learned to say 'Yes, sir' and 'No, sir'."

Father: Really? Son: Yeah.



RODEO GREETINGS

Change of Name from
A. B. Transport to
Drayton Valley
TRANSPORT

But our Service Remains the Same.

GOOD

PHONES: 542-3090
OR
EDMONTON 475-5554



VIPPEE!

WE'RE
HAVIN'
A

RODEO



WE ARE FEATURING

Thermos Jugs \$4.50



STEVENSON HARDWARE LTD.

DISCOUNT NAME



WELCOME!

RODEO FANS

We'll See You - N - All

at THE

RODEO

Stans Safety Service
Drayton Valley

WHEEL ALIGNMENT, WHEEL BALANCING,
HEADLIGHT FOCUSING, ETC.

PHONE: 542-3193

Most Sincere Welcome
to all Visitors

CUP & Saucer SALE

FROM 35¢, \$1.95, TO \$2.95

FLOWER & GIFT

SHOP

PHONE 542-2780

HELEN ROHNKE

MANAGERESS



WHEN YOU COME TO-----

DRAYTON VALLEY

FOR THE

7th

ANNUAL

Rodeo

July 27-28

MAKE USE OF THE

COMPLETE FINANCIAL SERVICES

OFFERED BY YOUR

TREASURY BRANCH

- SAVINGS ACCOUNTS
- CURRENT ACCOUNTS
- TRAVELLERS' CHEQUES
- SAFETY DEPOSIT BOXES
- LOANS
- FIRE & HAIL INSURANCES
- CAR, TRUCK & OPERATORS' LICENSES
- TERM SAVINGS CERTIFICATES

Your Provincial
TREASURY BRANCHES

GOVERNMENT OF THE PROVINCE OF ALBERTA

A. A. BRADEN, MANAGER - DRAYTON VALLEY



"I'd like a drink before you wash!"

Reminisce the days of the Past

by attending the Rodeo



PANKY'S ENTERPRISES

Drayton Valley Ltd.

Oilfield Construction & Pile Driving
Etc.



PHONE: 542-3992

542-3541

HIGHWAYS

By the Hon. Gordon Taylor,
Minister of Highways

Cont. from page 17 Col. 5

(14) Highway No. 2 from Carway to Fort Macleod is an important link in the highway network and this has been stabilized, but shoulders are required in the future.

(15) The road from Del Bonita to Magrath has been built to a reasonably good standard and has now been taken into the secondary highway network and will be progressively improved.

(16) Highway 40 and Highway 57 running between No. 2 and No. 21 south of Red Deer, are being brought to a standard suitable for small trucks.

Eventually there will be one main connection between No. 2 and No. 21, between Highway 57 and Calgary.

(17) A connection from Highway 16 to Drayton Valley has been established and work is proceeding progressively from Drayton Valley easterly to connect with Highway 50.

(18) The alignment on Highway 12 north of Simby will require improvement and this is presently being studied.

(19) Highway No. 11 from Red Deer to Rocky Mountain House has been blacktopped and has been constructed to the gravel stage to Tempe Creek west of Hodge. This road, known as the David Thompson Highway, is being constructed progressively.

(20) Highway 31 will be extended in due course from No. 2 south to connect with the Trans-Canada Highway.

(21) Highway 56 from Stettler south will, when traffic warrants same, will be extended through the Dalm area to connect with the Trans-Canada Highway.

(22) Some of the secondary highways such as 24, from Innisfail to Carleton Place, from Saska to Ponoka to Simby, have been improved with a double surface treatment which is part of a stage construction. This light surfacing is intended to give a reasonably smooth riding surface immediately and to do away with the dust problem and to hold the gravel that is placed on same in place; this work, although light will pay for itself by holding the gravel in place and by eliminating the necessity of summer patrols. The next stage will be to incorporate this with additional material into a higher standard road.

(23) Another connection to the B.C. Boundary from Fairview

area via Hines Creek, is presently being developed as a district road but will form an important highway link in the future to serve traffic north of the Peace River.

(24) We are progressively constructing cloverleaf interchanges, and other channelizations at important intersections throughout the province.

(25) Our policy of replacing ferries with modern bridges is being continued.

(26) We are endeavouring to build our highways, roads and bridges as economically as possible.

(27) A policy of eliminating the dangers of level railway crossings by relocation, signposts or lights and bells is being pursued.

(28) Our long range plan calls for the following items to be done in accordance with traffic and finance:

(a) To progressively surface all of our highways.

(b) To get the very best possible location for our highways in order to serve our people now and in the future.

(c) To bring the older roads in the present highway network to a modern standard.

(d) To provide assistance to the local authorities in order that a network of market roads and local roads may be developed in an orderly fashion.

(e) To make provision for multi-lane, divided highways now and in the future, where traffic warrants same. In this connection, for example, we have taken over some 400 feet of right-of-way through Crown property lying between Whitecourt and Valleyview, and we are also constructing the arterial route west of Red Deer and Lacombe and thence north on 300 feet of right-of-way.

This will avoid the costly business of moving buildings, etc., in the future as well as the inconvenience that accompanies same.

The Government of Alberta through its Department of Highways with its highly trained engineers and technicians are putting no effort in building and excellent network of highways and roads today that will pay dividends to our people now and in the future.

And during this time, Mr. Diemler talked of a new Canadianism and national spirit and unity. But when he talked right down this new spirit turned on to be a rather rapid one. The P.M. summed it up in the House of Commons on July 7, 1968, in these words: "All through my life I have looked for that day that would bring about in this land a Canadianism which would not be based on its ancestry." (House of Commons Debates, Vol. 104, No. 189, 3rd Session, 24th Parliament)

Whatever may be interpreted from the election, it can hardly be construed as a retreat from conservatism. On the contrary, it becomes daily more obvious that conservatism (small "c") are more numerous today than they were in 1958.

2. The Liberals, while picking up some of the P.C. losses in parts

News Behind The News

The following article was taken from the July issue of The Canadian Intelligence Service, edited by Ron Gortals, of Freshwater, Ontario. Subscription price \$5.00 per year.

THE NEWS BEHIND THE NEWS

The Canadian Election: Following was a few observations respecting last month's Federal Election which have been largely overlooked.

1. The great swing away from the Progressive Conservative Party was no more a swing away from conservatism than was the 1958 P.C. sweep a swing towards conservatism. The Chief Minister of the Progressive Conservative Party has long been devoid of any genuine conservative philosophical foundation or policy, operating on the shifting sands of political pragmatism. As a result, a 'Conservative' administration more liberal than the Liberal one preceding it.

In the realm of foreign affairs, notwithstanding a lot of 'anti-Communism' talk in the direction of the cabinet group voters, the strongest action taken by Mr. Diefenbaker was in leading the Niurum-Niurum pack in driving South Africa out of the Commonwealth.

Incidentally, he increased state welfare payments, but, reluctant to load the increased bills on to the taxpayers immediately, went on a binge of 'deficit financing'. Wounded by the dangers by back of Canada head, J.E. Coyne, the Prime Minister fired Mr. Coyne and replaced him with Louis Rasmussen. Today this country fights its battles to cope with the financial hangover.

And during this time, Mr. Diemler talked of a new Canadianism and national spirit and unity. But when he talked right down this new spirit turned on to be a rather rapid one. The P.M. summed it up in the House of Commons on July 7, 1968, in these words: "All through my life I have looked for that day that would bring about in this land a Canadianism which would not be based on its ancestry." (House of Commons Debates, Vol. 104, No. 189, 3rd Session, 24th Parliament)

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2. The Liberals, while picking up some of the P.C. losses in parts

Cont. on page 10 Col. 1

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NEWS BEHIND THE NEWS
Cont. from page 9 Col. 5
of the country where only the two
old-line parties are established,
made a less-than-inspiring show-
ing. Indeed, the greatest shock of
the election was the failure of
the Liberals to sweep Quebec.

3. The NDP, with all its Union
finances and support, elected only
a handful of members. Any elec-
tional gains in industrial centers
were offset by loss of support in
rural districts. NDP leader T. C.
Douglas himself was defeated by
a 2 to 1 margin in Fording, the
seat of the provincial government
he has long headed. The NDP,
instead of establishing itself as a
genuine national party, has suc-
ceeded only in isolating itself as a
class party, tied to Big Labor.

A rather significant fact is that
an examination of NDP candidates
in Ontario at least indicates the
large proportion of high school
history teachers carrying the
socialist banner. This is due
to the deep-rooted Marxist influ-
ence in our universities.

4. Social Credit Party victories
in Quebec (26 seats in its first
electoral attempt) are the most
significant result of the election.
We make the following observa-
tions:
(a) The impression is being spread
across Canada that the Social
Credit breakthrough in Quebec is
a one-man phenomenon with
purely transitory prospects.

Nothing is further from the truth
while Quebec S.C. leader, René
Casseo is a tremendous platform
personality and political dynamo
and projects himself most effec-
tively over television, which he
uses extensively: the Social Credit
education work which made
possible Casseo's electoral
breakthrough has been proceeding
at an accelerating pace for the
past 30 years. The French-lan-
guage S.C. education organ, *Vers
Demain*, so dynamically edited
by Mr. Louis Brin these past
twenty-three years, has reached a
circulation of more than 60,000
copies. And, for the past
seventeen years at least, Bill-
tim and part-time organizers have
been holding literally hundreds of
meetings a week, canvassing and
recruiting every family in the
province, holding regional
conferences with attendance in
the thousands, and provincial
congresses with 8,000 and more
delegates. It is with this back-
ground that Mr. Casseo came on
the political scene with extra-
ordinary effectiveness.

This is the story the press has
been telling us. The Financial Post, July 7, in a
front-page report, says:
"How far have the Social Credit
promises and ideas spread in the
labour movement?"
"There is evidence that entire
localities have gone over to the
Social Credit. The Catholic Union of
Quebec and leaders of Quebec
have demanded that Marchand
resign."
The FT report goes on to describe

the dismay of the Union leaders
at the obvious gap between the
hopes and the reality of the pro-
gram, and at the utter land-
scapes of years of political
"education".

(c) It is noted that Quebec S.C.
leader Casseo, following the
election, replying to a question
regarding his group's minority
P.C.-Government, made it
clear that he had no intention of
supporting such deals as our
whist-to-Red-China ones. We
believe in supporting our friends
he said, before we help our ene-
mies. Wow, it's a long time
since any Canadian politician of
the S.C. or any other party
had the courage to use this kind
of language.

been a straight game series
with one game at home for each
team and if a deciding game
was necessary it is to be played
on a neutral diamond agreeable
to both parties.

From what I can gather Stetler
will be the mulling block in
this tournament as far as the
local team is concerned. From
here I would guess that those two
teams and up playing each other
on Labor Day Weekend. Stetler
is noted for their strong pitching
as well as all round balance,
and if our boys can get in a few
badly needed exhibition games,
and be up to par for the big
series they could very well bring
home the bacon for 1962.

BATWINGS AND PER-WEBS
IN "B" PROVINCIALS
We learned this week that our
Pee Wee baseball team the Dray-
ton Valley Rotary Oilers are
 slated to take part in the "B"
section of the Provincial Play-
Jows. This will be a five-team
tournament featuring teams from
Canter, Stetler, Lancaster Park
(Nanjo) Huguenot and Dray-
ton Valley. Play opened on July
22, at Lancaster Park with Canter
the visiting team. The Oilers
are at home to the winner of this
series on August 5, in a double
header. The series will be com-
pleted the following weekend on
the road. If the local get by
this one they will be in the final
against the winner of a series
between Huguenot and Stetler.
This final series must be com-
pleted before September 1st.

It was quite a surprise to find that
the Drayton Valley Baseball team
was accepted in Provincial entry
competition because of the fact
that we failed to register a team
at this level. According to the
N.A.A.A., however, we are in
the six-team pre-arranged group
with Canter, Fording, Haxelmead,
Capilano and two teams at Poloka
on August 19, and will complete
the series the following weekend
in Drayton Valley. According
to the Draw the Drayton team
can qualify for the final and
championship series if they can
get by the formidable Fording
outfit. This final series must be
completed by September 9th.

As in the past each series shall
consist of four games, two at
the home of each team. The
third game in this case will be
ruled as an exhibition game ex-
cept in the case that the fourth
and final game is ruled out or
that one of the two previous
series have not been played.
Then it becomes an official tour-
nament game. There is no con-
solation on the re-throw of elec-
mination used in the final series
however, in the past this has

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home the bacon for 1962.

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Girls fine quality combed cotton short-shorts

THESE SHORTS ARE GUARANTEED PRE-SHRUNK AND COME IN THE FOLLOWING SOLID COLORS: GREEN, WHITE, BLACK, BLUE, PINK ALSO IN STRIPES. SIZES: 7-14. REG. \$1.29

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Mens Polished Cotton Golf Jackets

ZIPPER FRONT 3 SLASH POCKETS. THESE JACKETS ARE SHOWER REPELLENT. COLORS: BEIGE, NAVY. SIZE: S, AND M. REG. \$5.50

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Girls reversible car Coats

RIB COTTON. SEWERS TO PLAIN RIB WITH JAQUARD PIPING ON POCKETS AND YOKES. 4 BUTTON FRONT. COLORS: AQUA, BLUE, RED. SIZES: 8-6X. REG. \$3.98

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MADE WITH THE DRIP-DRY FINISH. NEEDS LITTLE OR NO IRONING. SHRINKAGE NOT MORE THAN 2% COTTON KASHA LINING. 3 BUTTON FRONT. KNITTED COLLAR INSETS. COLORS: GREEN, ORANGE. SIZES: 4-6X. REG. \$2.98

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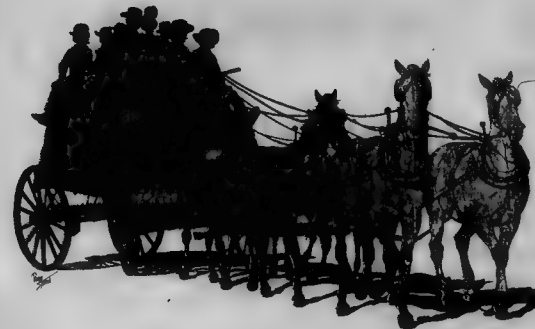
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Drayton
Valley

Building A Highway Network

BY GORDON E. TAYLOR
MINISTER OF HIGHWAYS...

The Alberta Government through its Department of Highways is building a network of highways to serve the needs of the province.

Such a plan includes such items as careful location of new highways, relocation of portions of highways built in the past, designs which will serve the immediate purposes and will be flexible enough to allow changes in the future with no loss or a minimum loss of investment. Policies that will enable highway to function to their maximum capacity, all premised on careful planning and forethought for highways and roads are the life lines of our nation.

Before locating or building a highway one should consider such items as:

(a) How many vehicles will it be expected to carry per day now? In ten years? In twenty years?

(b) Is it being built as an arterial highway, sometimes called a freeway? or as a main highway or as a secondary highway? or as a market road, sometimes called a district highway? or as a local road or as a development road?

(c) Is the highway being built to carry the commercial traffic combinations with axle weights and distribution consistent with efficient and economical bulk transportation?

The answers to these questions determine the type of alignment, the design, the structure, and the cost of the proposed road.

Let us take a quick look at the number of vehicles. In 1958 near the end of the last war there were in round numbers some 1,500,000 vehicles on the highways and roads of Canada. If roads built at that time to handle only this number of vehicles are mounted they would be outdated by 1960 for in those five years the number of vehicles mounted to

2,600,000. By 1965 the total had jumped to 3,500,000, an increase of more than 50%.

In the province of Alberta our total registration in 1959 was 150,000, while in 1960 more than half a million vehicles were on our roads, not counting the cars and trucks from outside the province. Obviously if we are to build a network of highways and roads we must give the factor of present and future traffic major consideration.

In this province we must project our actual traffic counts as well as considering the overall traffic projection of a ten per cent increase each year.

The type of highway is equally important. If an arterial highway or freeway is planned then a design that will permit complete control of access now or later must be used or the function of the highway freeway will be impaired or impeded.

Prohibition or control of access from abutting property and other roads is essential and traffic must be directed to safe points of exit or entry to the highway. All cross traffic must be carried over or under the freeway and intersect to it at intervals of interest

changes where there would be right hand turns only. Traffic signals and speed zones or stop signs are eliminated. Such highways cost much money but they also bring tremendous benefits, such as reduced accidents.

Higher safe speeds, lower vehicle operating costs, saving of overall travelling time; such a road must be designed so that these characteristics can be realized now or later with a minimum of expense. The guarantee of such conditions including permanent high traffic capacity justifies the investment, where present traffic and traffic projections are high.

In Alberta we consider the highway between Calgary and Edmonton to be in the arterial or freeway classification.

On the other hand if a development road is being constructed an altogether different design is used.

With reference to the third factor the weight which the road will have to carry is important to the design engineer. Obviously it would not be economical to construct all highways to a design that would carry the heaviest of the highway.

In this province we have provided, to begin with, our north-south route. Count to the B. C. boundary, capable of carrying this traffic and one east-west road, the Trans-Canada. We are, now, ever, building the subgrades of all highways in our primary system to a standard upon which heavier stabilisation may be placed in the future when traffic demands warrant same.

With the above as background material may I say that the objective of the Alberta Government is to build a network of main and secondary highways intersecting one another at reasonable intervals, supplemented with a system of all weather roads and local roads that will give all of our people easy access to the main network. Our plans are a flexible and we believe form a logical base for an excellent system of highways and roads that will serve the people of this province now and in the future.

Our primary network presently comprises of 1 four north-south highways and seven east-west highways. Secondary highways such as No. 61 from Hinton through Foreman to Manyberries area, No. 67 from Fort St. John through Hinton to Hinton, No. 68 from Pincher Creek south, No. 69 from Del Bonita to Magrath, No. 7 and 23 to the Turner Valley-Peak area, etc., are supplementary to the primary system.

LET US LOOK AT THE SOUTH HIGHWAYS....

(1) The major backbone highway in Alberta is from Cochrane

to Ten Mile to Fort McLeod to Edmonton to Valleyview to the B. C. boundary, with connections from Valleyview to Peace River and Fairview and to the Northwest Territories.

Already there are 4 lanes from Hinton to Red Deer, from Leduc to Edmonton and from Edmonton west to the junction of 48. Multi-lanes are now being constructed on the new arterial route west of Red Deer to a point north of Lacombe. This road south of Hinton is being improved as a two-lane highway with 10 foot shoulders and as the traffic warrants additional lanes will be added.

(2) A highway running from Monarch via Vulcan north has been surfaced to a point east of High River and it is the plan to take the heavier traffic to No. 2 near High River. Highway No. 24 from a point 12 miles north of Vulcan has a light asphalt surface course on the Trans-Canada Highway.

No. 1 has been constructed and stabilised from No. 9 east of Belcher north to the Three Hills Delburne-Bashaw area. The pavement is being completed this year on the stretch between No. 12 and No. 9 and the road has been connected to a good subgrade standard south of Bashaw. From Bashaw to Highway 15 west of Canmore there is a double surface treatment and the road is being stabilised from this point through the Hay Lakes area joining Highway 14 west of Coaling Lake.

(3) The next north-south highway is No. 38 running from east of Taber north to the south to Highway 28 west of St. Paul. The first objective of this road is to fill in the gap south of Hana where there is presently only some 12 miles to be constructed, consideration will later have to be given to improve the highway from Hana north to Killam and to connect from Taber south to the Warburg area. Presently the road will be extended from Highway 28 to the Lac la Poudre area. We have supplied light surface from Killam north to St. Paul and a heavy base course from Taber to the Oldham River to V. valley is being stabilised this year.

(4) Highway 44 extends now from Highway no. 38 east of St. Paul to Cochrane. We are presently improving the stretch north of Vermilion and the stabilisation on this stretch will be the commencement of back top on 41. We have carried out reconnaissance from Cochrane Highway 15 south through the Open area, thence south across the new Sandy Point bridge to the Trans-Canada Highway. Some modern subgrade construction has been carried out from south of the Sandy Point bridge, which is over the South Saskatchewan River, to the Hilda-Scheller area, and

cont. page 17, col. 3.

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Drayton Valley, Alberta.



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HIGHWAYS

cont. from page 15, col. 5.

(4) Construction is continuing. Our location permits are looking over possible routes in the extension of this road south to the American 55 and as traffic requires it. The gap between Highway 13 and the Trans-Canada Highway is presently served with district and local roads but this will eventually be a highway throughout.

(5) To the west of No. 2, there is room for two highways in the future. One of these may become known as the Foothills Highway, running from Lundbreck north through the areas of Longview, Cochrane, Camrose, Stettin, Camrose and Rocky Mountain House. Much of this route is now being developed as a district highway and when traffic and money permits it is our plan to progressively raise this road into the highway network; at that time some improvements in alignment and design will have to be considered.

(6) There is now, almost complete, a Foothills road from the Goodwin area east of Grande Prairie, south to the Coleman area, which has been constructed

by the Department of Lands and Forests under the direction of the Honourable Norman Wilknot. This road is more than 500 miles long and is not doubt the outstanding forestry road in the world. In the future it is necessary to construct another highway in this western part of the province, no doubt portions of this forestry road will be incorporated into same. For the next few years, however, Alberta will be proud of this forestry road. It forms a potential attraction to people all over the world, particularly those from large cities who are tired and depressed and who seek nature's great wilderness to bring back vitality and health.

LET US NOW LOOK AT THE EAST-WEST LATERALS THAT WILL CROSS THE NORTH-SOUTH HIGHWAYS:

(1) No. 3, Highway from Medicine Hat to the Crow's Nest Pass, No. 1 Highway from Walsh to Banff National Park, and No. 16 Highway from Lloydminster to Jasper National Park are paved throughout. Four-lane construction is taking place on Highway 16 west of Edmonton and on No. 3 from Cochrane. It is only a matter of time before sections of the Trans-Canada Highway west of Calgary will require more lanes.

(2) No. 9 Highway through Drumheller, Hanna, Oyen is constructed to the Boundary and reversion this year. If the contract is completed, will be extended to west of Hobbald.

(3) No. 12 Highway through Lacombe, Stettin, Coronation, Monitor is being improved as far as the subgrade is concerned this year to a point east of Montrose and the base course is being applied to this highway in the Veteran area.

(4) Highway 13 through Camrose, Killam, Carleton Place has been constructed to the Boundary and the base course is being extended this year to the Provost area.

(5) Highway 14 from Edmonton to Wainwright to the Boundary requires further work on the far eastern end and the base course is being completed this year east of Edmonton Junction.

(6) Highway No. 28, has been improved to St. Paul and the base course work is being extended to the Vilna area. This will leave only 1 the area between Edmonton and Vilna to be blacktopped. Highway 28,

however, east of St. Paul and west and south of Bonnyville will then have to be brought up to modern standards. The stretch west of Bonnyville has been rebuilt and out plans call for blacktopping which will probably be commenced next season. We are also providing a connection from St. Albert to Highway 28 through the Ride area in order to accommodate populations of the Bonnyville-Cold Lake area.

(7) Extending from Highway 28 we are improving Highway 46 from the Badway area south to Lac La Piche.

(8) We are a bridging Highway 28, between Clyde and Athabasca up to a modern standard and we are doing similar work on Highway 44.

(9) Our plans call for the improvement of Highway No. 2, to the Lower Slave Lake area and this year we are completing the gap between the Athabasca River and Kinnow.

(10) Long range plans will see the extension of Highway 16 westward, past Fort Assiniboine, Swan Hills area, extend to a north westerly direction to cross the bridge over the Little Smoky that was opened last year in the Valleyview area.

(11) Long range plans call also for a connection to McMurray and Watrous.

(12) The MacKenzie Highway from Grimshaw to the Northwest Territories is rapidly reaching completion to modern standards to the subgrade stage. A connection from High Level easterly to the Wood Buffalo Park is included in our plans.

(13) A secondary east-west highway in the south that is presently being progressively stabilized with the double surface treatment runs from the Stirling area through the Skiff, Foreman and Maryborough districts.

(14) Highway No. 3 from Carleton Place to Fort McLeod is an important link in the highway network and this has been stabilized, but shoulders are required in the future.

(15) The road from Del Bonita to Mearns has been built to a reasonably good standard and has now been taken into the secondary highway network and will be progressively improved.

(TO BE CONTINUED)



RODEO
GREETINGS
FROM
BLOCK'S
GENERAL
STORE

FAMOUS FOR FAIRNESS PHONE 542-3655



MEET US
AT THE
RODEO

Oscar's General Store
EASLYFORD

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**All makes of new
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machinery**

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For Your Feeds, Binder,
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PHONE 542-3706

Welcome TO THE RODEO



ORVIN COMBS CHAMP.
cont. from page 1. First section, col. 5.

Light which threw him in the same class as Orvin Combs. The logical step would have been to just step Orvin up to the 132 pound class but this would have put him in a very difficult spot in Toronto as this Lightweight division is considered the toughest of all. We have only to re-

member of the calibre of opposition Rufus Combs had to face in the 139 pound class here last year to realize what young Orvin would have been up against. In this case the gallout Master agreed to take a back seat, but anything but a comfortable one. Orvin remained in the Featherweight division while Garry stepped up to the 132 pound level to do battle with a fellow who

Overweight, run by Scott Tivie and a few other guys, the team has a unanimous decision to Jasper Place's rugged Indian warrior, Dick Anderson, Garry Mance was the only one to vote for the featherweight champion of Alberta without ever laying on a glove but it would have made things worse for Mance if he had stepped aside and gave Orvin a big break. In defeat, possibly Garry Mance was the outstanding fighter of the tournament. Such self sacrifice on behalf of a friend, and on behalf of his club is certainly worthy of a champion. The club's coach, Calibre in our midwest boxing and other fields of athletics are bound to prosper. Garry is a great team player and a great leader, and every inch of a champion. To Orvin goes our congratulations and our wishes for the Dominion championship. He is a tough, hardhitting aggressive Drayton Valley barter will definitely be a credit to his community, and his province.

Bugged Arnold Webber did not take long to pack away the 132 pound Novice Championship. He tore into Peter Lebrester of

Fort Chipewyan like a house afire and in 49 seconds it was all over but the cheering. The rugged, hard-hitting Webber has a promising ring career ahead of him.

Mervin Combs was the other crowned champion from the Dragon Club. Mervin had no opposition in his Novice class, however, unlike his brother he did not get the advantage of an exhibition bout.

Finally the youngster of the Combs clan, 65 pound Ervin lost a decision to young Dale Holden of King Edward Park for the Provincial Junior title in the class. The diminutive Ervin won his first bout in the tournament on Friday evening when he won at decision after clever young Roman Jurnina of H. M. C. S., Monticello.

INDEX HISTORY,
cont. from page 1 col. 3, last sec.
At this time it might be best to
take a look at this international
faience sport and the tradition
and folklore that surround it. Each
year during the warmer season
every Western city or town of
any significance turns back the
pages of time. The people,
young and old, are captured by
a genuine Western spirit and
they relive, for a few days at
least, the thrills of another era.
The gallin huts and other Western
paraphernalia are the accepted
dress and the horse and buggy
are the accepted mode of travel.
In the different parades and shows,
Rodeo really is the last frontier
of the once wild and wooly West.

Its interesting to see how rodeo was introduced as a competitive sport, though in the early days it was considered as more of a side show. In fact it was only after the second World War that rodeo became properly understood and accepted by the public in its rightful place in the entertainment world as a competitive and entertainment sport second to none. The rodeo performer, the cowboy, is not only an entertainer deluxe, he is also one of the

RODEO GREETINGS



**Pembina Drug
And
Valley Drug**

Best Wishes

TO YOUR 7th ANNUAL RODEO



NICK KLUSE Drayton Valley Agent, PHONE 542-3202

NORTHWESTERN UTILITIES, LIMITED

WELCOME TO THE RODEO



The White Bull Steak House

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**Watch for our Official
Opening**

"CLIFFS" WHITE ROSE SERVICE STATION



• "Teach me how they can get \$100 million out of that gadget!"

C.F.W. Pot-O-Gold Celebrations

In Drayton Valley July 23 to 28

DIAL 790
10,000 WATTS.

FRIDAY, JULY 27

LIVE PARADE BROADCAST - 11:00 A.M.

C.F.W.'s Mr. Country Music Carley Gunkel, together with Quality Recording Star Jimmy O'Neil and The Country Rhythm Sweeneybears and The Country Rhythm Kings will be broadcasting live from Hudson's Bay Company Store in Drayton Valley.

SATURDAY, JULY 28

LIVE BROADCAST - 1:00 P.M. - 6:00 P.M.

C.F.W.'s Mr. Country Music Carley Gunkel, together with Quality Recording Star Jimmy O'Neil and The Country Rhythm Sweeneybears and The Country Rhythm Kings will be broadcasting live from the C.F.W. mobile unit in downtown Drayton Valley.

Pot-O-Gold Draw

5:45 P.M.

AT 5:45 P.M. THE DRAW FOR THE FOUR WINNERS OF THE POT-O-GOLD SHOPPERS CARNIVAL WILL BE MADE FROM C.F.W. TRAILER ON MAIN STREET.

RODEO HISTORY...

...cont. from page 3, col. 1.
might say, and this is part of the answer as to other aspects of professional athletics. If he's a top-notch rider and roper, the cowboy might get rich as a result of rugged trade. The world's champion, all-round cowboy can make as much as \$50,000.00 per year and his travelling expenses and entry fees cost him possibly one third of this sum. If the cowboy is only average, however, and as in every sport there are thousands of also rans for every one champion, his earnings would be closer to \$5,000.00 per annum. When all is said and done this barely represents bying wages and nothing more. So for the average rodeo cowboy the wages are not big, but, he competes for other reasons, partly from boresmanship, partly on a bet and partly from sheer heavy life choices to ride against the odds as long as he can ride in freedom.

Things have changed from the dark days of the Civil War when the cowboy as they have for the merchants, or the average man around town. The herds nowadays are utilized down super highways in big trucks by contract buyers. The once vicious longhairs are now castrated by ranch-owners and branded in chutes in relative safety to all concerned. The cowboy rides the range in a pickup truck and runs on television to watch Mervyn, Hoffman or Kane Grey's Theatre like everyone else. All has changed in his life but one phase: in the arena he is still the cowboy of old. There you will find him next Friday and Saturday, a sound horse under him, a stout rope in his hand. He's still a cowboy, still a tough hand riding the last frontier.

GOLF...
cont. from page 3, col. 5, last sec.
the Edmonton Country Club, the Mayfair and the Highlands in Edmonton, and the beautiful Jasper Park course in Jasper this summer, and enjoyed them all. Now I'm looking forward to another year at the University of Oklahoma, but if all goes well, I'll see you again next year.

I want to express my sincere thanks to MacLean's Well Servicing Ltd., and who gave the

Letter Box

My summer job... and the Pembina News Advertiser for allowing me to attempt to improve my golf game.
So long for now,
Marty.

Cafe Re-opened

The Chib Cafe in Drayton Valley re-opened under new management, after being closed for several months.
One of the new owners is Leon and Wong, and his wife Rose. Mr. Wong came from China to Canada about eight years ago, and speaks quite good English.
For the present only one side of the restaurant will be opened, the east side, with the counter and booths. The dining rooms on the other side will remain closed until new furniture can be obtained. At that time an official opening is planned. It is expected that it will be about the middle of August before everything is ready for the official opening.

Ronald Smith.

PIPELINE LAYING IS A UNITED EFFORT WITH MANY MACHINES WORKING AS A SINGLE UNIT.

MANIX OPERATIONS ON THE PRATHERS. ON THE TRANS CANADA PIPELINE A FEW YEARS BACK.



Working as one machine, the skilled operators on the big pipe forward.



Indian talk meaning, "WOW!"
READING THE PEMBINA NEWS ADVERTISER IS LIKE LOOKING THROUGH A HOLE IN THE FENCE... YOU KNOW WHAT'S GOING ON.

Greetings PEMBINA NEWS

Editorial Comment

This Rodeo Week we reminisce a little as we look backward only a short few years, to July 1958, when the Rodeo was just getting started here in Drayton Valley, and the Pembina News had just started covering it.

Following is a news release given to the paper by the Rodeo Publicity Committee... at this far off date we can't tell you who were on that publicity committee:

Well, there's only one more week until Drayton Valley's first big Rodeo get underway. The men on the various committees have been very busy looking after the multitude of details connected with an event the size we hope this one will be. They are very confident, however, that things are going to be just as they should be. Indications are that there will be a big attendance. Let us hope for fine weather (seven rodeos here are still hoping for the same thing).

The entries for the parade are coming in fairly well. We would like a few more. The parade will start at 12:00 NOON, Sunday, and MUST START ON TIME. We suggest that the entries be there half an hour or more early. Eleven o'clock will not be too soon. The committee will try to arrange floats and displays in a satisfactory manner; however, late comers will have to fend for themselves, on the fall out.

Now, in July, 1962, thousands of oilwells later, we can hear our very first Drayton Valley Band practicing to take their lead part in the parade of 1962 and we realize that much progress has been made in this area since that first rodeo in 1958. Then, a Town Band of our very own would have seemed impossible. The following year the Calmar Band led the parade, that seemed like quite a far forward, but today, showing how we have advanced all along the line, our own Band prepares for the big event.

Cardium Theatre DRAYTON VALLEY

2 SHOWS DAILY, 7 & 9 P.M. SAT. MATINEE 3 P.M.
Fri. July 27
FERRY TO HONG KONG: Curt Jurgens, Orson Welles & Sylvia Sims. Color.
Sat. July 28
A DOG OF FLANDERS: David Ladd, Donald Crisp, Theodore Bikel. Color.
Mon. July 30
A DOG OF FLANDERS
Tues. July 31
BACHELOR IN PARADISE: Bob Hope, Lana Turner.
Wed. Aug. 1
ALL FALL DOWN
Thurs. Aug. 2
ALL FALL DOWN

RODEO GREETINGS



Highstepping Majorettes led out ahead of the Band at the Parade.

PEMBINA NEWS ADVERTISER

and The Western Weekly Supplement

Vol. 7 No. 80 August 1, 1962 A. Playford, Publisher Box 100, Drayton Valley.

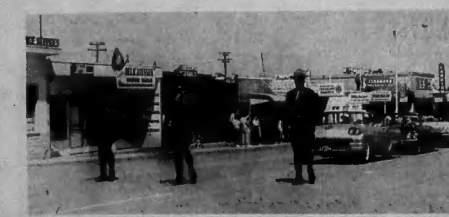
Parade Outstanding



Meiers' Travel Service float featured girls from Mexico, Japan and Hawaii.

This float which tied for second place with the Dairy King float, and was beaten out for first place in the Commercial Class by the very excellent Pembina Drug float, is indicative of the fine workmanship and originality that had gone into the making of the floats this year. This is the first year the downtown merchants have gotten into the parade in a big way with such excellent floats and speaks well for the spirit of community enterprise that characterizes the Drayton Valley merchants and businessmen.

Cont. Page 4, col. 1.



With the local R.C.M.P. detachment leading the way, the parade which started off Drayton Valley's seventh Annual Rodeo got underway with perfect weather and clear blue skies overhead. The parade was the best ever staged in Drayton Valley. It was run off with clock-like precision and passed the C.F.W. reviewing stand exactly on schedule.

Following the RCMP detachment were three open cars with His Worship Mayor, and Mrs. Meiers, the Hon. Russell Pritchard, Provincial Secretary, and his wife, Miss Margie Patrick, of Vancouver, and two Lions members in the third car, Bert Demers and Peter Nebo, both of whom have been charged with slow overviews of the details for the arrangement of the Lions Rodeo. Following the cars were the participants, led off by the Legion, then MacCallister Construction, Bardeen Transport with two floats, Valley Maintenance with two floats, Larnes Welding, Calgary Power, Plans Construction, Electrical Contractors with two floats, Imperial Lumber, Jansen Auto Body, two decorated floats in the ten and over age class, Drayton Valley Flying Club, Shell Service, Berry's Beauty Shop, Dairy King, Northwestern Utilities, and B. & T. Trailer Company. Drayton Valley Hospital with two floats, Pembina Drug, Meiers' Travel Service, Drayton Valley Credit Union, Radium Treatment, Well Servicing, the Tux Acres pony entry, Ours' cowboy and cat entry, Imperial Oil, D.V.A. A. group of power hikers, Police, and Town of Drayton Valley units.



When rain made the C.F.W. outdoor broadcast in downtown Drayton Valley impossible the Radio 790 crew and Jimmy O'Neil, with the Country Rhythmen Kings and the Country Rhythmen Sweeneybears moved inside to the corner building, 1 in the Fitzgerald Bldg.

Here, at the close of the program for Drayton Valley's ROTO GOLD Mile Betty Weigh, one of the Country Sweeneybears staged, made the draw for the four winners of the ROTO GOLD.

Winner of the draw was Mrs. J. G. Fortis, with a winning slip that was stamped with Dolly's Style Shoppe. Winner of the second draw was Mrs. Charles Twine, with a slip from the Hudson's Bay. Third draw winner was Mrs. David Vamberger, who has a ticket from H.B.C. and the 4th draw winner was W. Macpherson, who had a ticket from Kilduff Service.

1962 Rodeo Huge Success

From the starting whistle to the final disbandment down at the Rodeo station on Indian Head Road, Drayton Valley's Seventh Annual Rodeo Parade was the best ever.

Parade Marshal Len Bannard, acting for the Rodeo Club had done an outstanding job of getting the parade organized and then it ran on clock-like schedule, passing the C.F.W. reviewing stand at the Hudson's Bay Company exactly on time.

This is the way the judges rode up the awards for the float contestants.

GLAMOUR CLASS RIDERS:
1. Len MacLean, 2. The Jockeys (Mama and Marky) B. Ma. Rd. Lacer, of Brom.

SHERIDAN CLASS:
1. B. THICKING.

The Trio-City Midway had been set up at the Rodeo grounds the evening before, and after the parade a long line of cars and walkers could be seen heading for the rodeo grounds to take part in the fun out there.

The rodeo got underway at 2:30 with spotlight cowboys from all over the west competing for the prize money. Under the hot sun of Friday afternoon a near-roared crowd gathered to watch the regular features of the rodeo which included the usual array of Bareback Riding, calf roping, polo penning by the Drayton Valley Gymkhana Club, Amateur Bareback, Steer Wrestling, Professional Saddle Race, Roping, Cow Cutting Contests, Relay Race by the Gymkhana Club, Bull Barrel Racing and the Bull Riding.

The first day out was marked by a heavy accident, the first that has occurred at the Drayton Valley Rodeo and the first in its kind that Vold has experienced in his many years of rodeoing.

A horse was brought into the chute unbalanced in order to get him into the chute, then the horse cut in and was free in the corral. Here a series of false buck over and finally the horse ran over to the fence on the south side of the corral.

When he hit the fence he hit the fence he hit the fence, taking the fence with him and one of the fence posts hit a man that was watching the race. A Mr. W. Robinson, employed with Imperial Oil in Drayton, had been fracturing his skull.

Three children who were near the fence were also injured, but not seriously. The horse was not

Cont. Page 3, Col. 1